

Elections need change

Applications for BYUUSA president are due Friday, officially beginning BYUUSA's unique election process. However, given the responsibilities of the BYUUSA president, "unique" might be too kind a word.

In last year's election only 22 percent of BYU's student body took the 15 seconds necessary to stop and vote at one of the ballot boxes on campus. That means that at a school with enrollment hovering close to 30,000, it took less than 3,000 votes for Brett Blake to win. It is a display of apathy that accents a serious disparity between the position and the election process.

Looking at the complaints of students, it appears they have two major reasons for not voting. First, many students say that since candidates are screened by a committee before being placed on the ballot, it doesn't really matter who wins because all the candidates fit the same mold. These students see no reason to participate in an election they perceive as nothing more than rubber-stamping the type of president the screening committee wants.

Second, many students see the BYUUSA president as nothing more than the president of a service association, charged with organizing service projects and dances. In fact, BYUUSA officers often go out of their way to let people know that BYUUSA is not a student government and shouldn't be viewed as one. As a result, people who don't have a compelling interest in BYUUSA activities don't vote.

If accurate, both reasons seem to justify the lack of participation in BYUUSA elections. However, a statement made by Brett Blake in last semester's final meeting of the Student Advisory Council highlights the need for a drastic increase in voter participation and, therefore, an elimination of the reasons not to vote. Talking about representing the views of the student body to the administration on issues such as dress and grooming standards, bicycle policy and student insurance, Blake said that responsibility falls upon the BYUUSA president, having been elected by the "students as a whole."

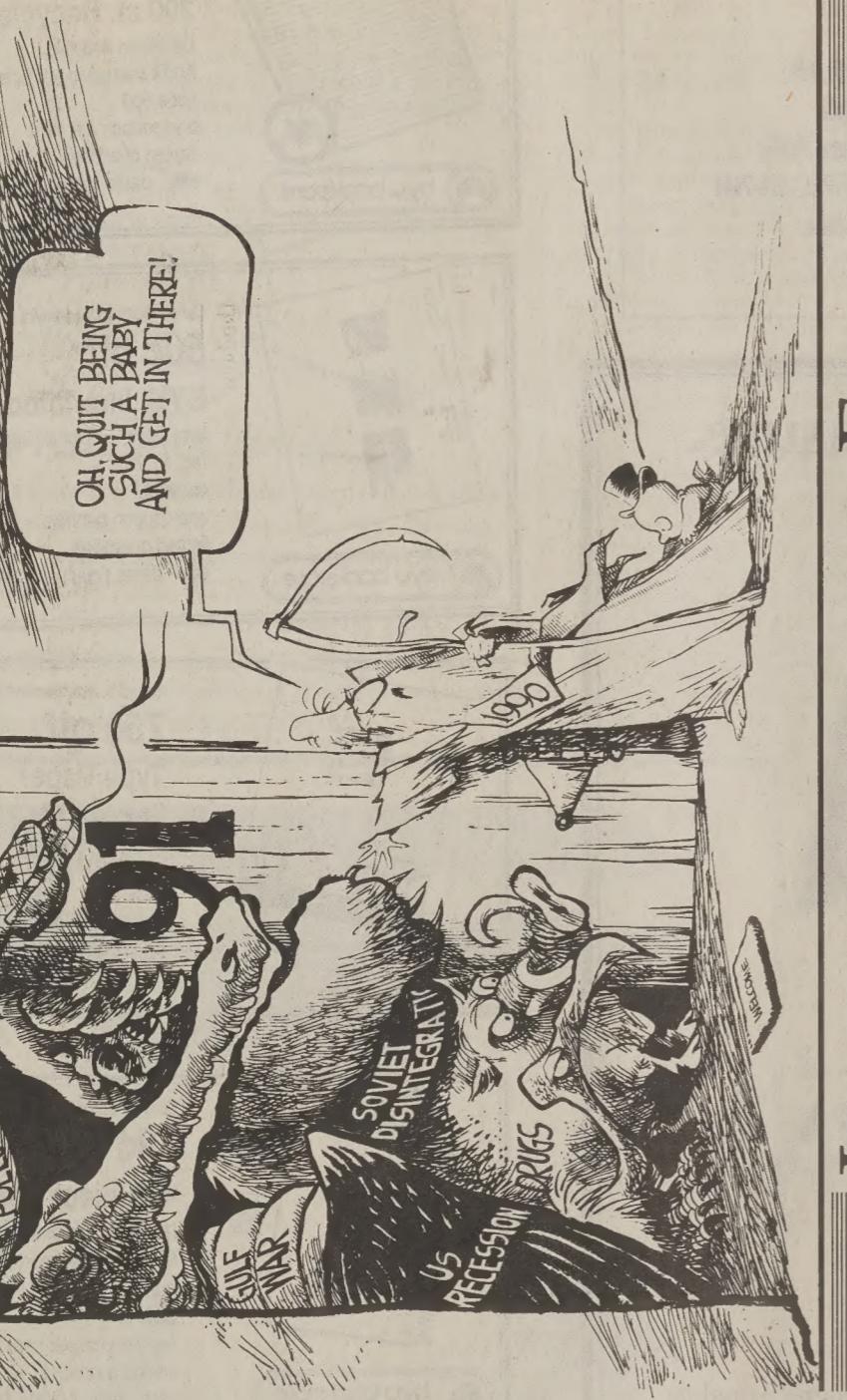
If Blake's statements are correct, and the BYUUSA president does indeed serve as the student's mouthpiece in front of administrative policy-makers, it is important to keep the type of election that ensures the president will represent all BYU students — something that, with 22 percent voter participation, is currently not the case. To correct the situation, we offer two possible solutions.

First, university officials could publicly accept that the BYUUSA president serves as the student's representative to the administration — the traditional role of student governments — and then hold open elections, eliminating the screening process in an attempt to provide students with a diverse group of candidates. A second alternative is to hold an open election for a second position, specifically created to share with the administration student views on important issues. Either of these solutions would invite greater voter participation in choosing a student representative. After all, in choosing an official mouthpiece, the voices of 80 percent of a constituency is a terrible thing to waste.

This editorial is the opinion of The Daily Universe Editorial Board, which

comprise the associate publisher, editor, opinion page editor, a teacher of opinion writing and a student staff member. The University Opinions are not necessarily those of Brigham Young University, its administration or sponsoring church.

The Editorial Board meets Tuesdays at 1 p.m. in 541 ELWC. All meetings are open to the public.



Fate of newspapers unknown

One major change newspapers will need to make is to become more tailored for specific audiences, Gholidson said. One way to accomplish this task is to have the reader decide which sections of the paper he wants.

"In the future, a core section would be created to provide an overall summary of the important news events," he said. "The other sections would depend on the reader's preference. One might want a section on economics and business or a very large sports section.

Other sections such as local news, family, entertainment and international news may also be selected. In an age where so much information is available, newspapers will have to get the right information to the right people, Gholidson said.

"Newspapers will have to come to grips with who their audiences are and serve those needs," Gholidson said.

People in secondary schools and universities need to become excited about the world of the daily press, O'Brien said. "We don't have many readers in the young adult world."

The newspaper business has to deal with a public who has been raised on television, said Michael Morris, managing editor of The Utah County Journal. Morris said, "Everyone is video oriented these days. People don't read newspapers the way they used to." Television is a quick and easy way to get information without a lot of work, he said.

Newspapers need to incorporate the same style, Morris said. "Articles need to be to the point and cut down on length by not quoting everyone," he said.

See NEWSPAPER on page 2



With television bringing up-to-the-hour news reports from around the world, the future of newspapers may seem bleak. More and more papers are going out of business, while the remaining ones search for ways to attract more readers.

Newspapers once played an across-the-board information role, said John Gholidson, associate publisher of The Daily Universe. In the 40s, nearly every household in America read one newspaper if not two. However, since the day television became a major news source, newspapers have been forced to make format changes, he said. USA Today changed newspaper format almost into an extension of broadcast news.

Gholidson said, "The USA Today style has become a permanent feature in journalism as many other newspapers are mimicking the format." The style features short, precise pieces of information with a large amount of color and graphics.

Jerry O'Brien, publisher of The Salt Tribune, said the newspaper business reacted too strongly to USA Today. "All American papers look the same. It's no trick to become like USA Today. The real trick is to not fall into the fad," O'Brien said. Papers such as The New York Times, The Wall Street Journal, The Washington Post and The Salt Lake Tribune all have the same basic format. This format is commanding to the subscribers and works for the advertisers. "It's like the Baby Ruth candy bar wrapper or the Coca-Cola bottle. People feel comfortable with the format of today's papers," O'Brien said. "The future of newspapers is very, very good."

Enlightened elections?

To the Editor:

Three cheers for the end of one-party poli- western world has joined America in embracing a multi-party system. Nonetheless, I hear tell of an institution for higher learning established in the top of the mountains that still requires party approval for all candidates. Unfortunately, this place has yet to be enlightened to the benefits and virtues of democracy. Has anyone heard of this place? I hear it was in some place like Utah.

Joel Wright
Provost

LETTERS TO THE EDITOR

The Daily Universe gladly accepts letters to the editor. All letters must be typed, double-spaced and are not to exceed one page. Name, Social Security Number, local telephone number and hometown must accompany all letters. The Daily Universe reserves the right to edit letters for clarity and space.

Saddam uses media

To the Editor:

The only hope Saddam Hussein has to get away with the rape and murder of Kuwait is to use the news media to get the American people to rise up against their own government. When he was releasing his unwilling "guests" few at a time, he succeeded in keeping his "good deeds" in the daily news for some time. When he made one last-ditch effort, by releasing all remaining hostages before Christmas, some people did get out and march in his defense, but most are far

The 5th Floor

By Dallas Scholes



WAC's first Heisman winner helped give BYU two of the biggest losses he has ever had. Let's face it, when Ty Detmer does anything, he does it big. Detmer has even inspired President Rex Lee to get away from himself and make probably the one statement he regrets most, comparing Methodist Hoisman to phy winners with Mormon missionaries. But Detmer doesn't have to worry too much about his future. If Edwards doesn't want him there is always an opening as a big cop on BYU campus. Someone has to hand out parking tickets and chase down delinquent bikers during class changing hours.

I'd feel it a patriotic duty to enforce rules

by the same camp that brought us a BYU vice president over the Student Advisory Council who denies telling a roomful of students that he had never read the BYU honor code.

Sources confirm that the vice president

Utah Valley air quality unhealthy

By MARK L. REED
Editor

If you were returning to Utah Valley after Christmas, perhaps you noticed the beautiful, snow-covered mountains on the east side of the valley. But then again, you probably couldn't see them. Despite some clearing near the mountains Sunday, for the last week there has been a heavy temperature inversion in both Utah Valley and Salt Lake Valley, causing the Utah Bureau of Air Quality to issue warnings in both areas because of polluted air. In an inversion, cooler air is trapped under warmer air, which results in increased amounts of pollution and particulates suspended in the atmosphere.

For the last few days the bureau issued a health advisory statement encouraging people with heart and respiratory ailments to reduce physical exertion and outdoor activity because the air in the Utah County residential area is now classified as unhealthy. The bureau also asked people to reduce non-essential use of motor vehicles.

According to a Friday Deseret News article, readings taken Thursday from a malfunctioning air monitor in Lindon, prompted the bureau to issue class "C" warnings because pollution readings were three times the allowable amount.

See WINTER on page 8

1990's TOP 10

The following 10 news events are the top stories of 1990 as chosen by the Associated Press newspaper editors and broadcast news directors in the United States.

1. The Persian Gulf crisis begins when Iraq invades Kuwait, making hostages of thousands of foreigners, setting off a world wide military response and causing President Bush to call thousands of reserves to military duty.
2. East and West Germany reunite, restoring Germany to the whole country it was before 1949 when the two separate countries were formed.
3. The Soviet Union undergoes social and economic reforms, throwing the country into turmoil. Starvation is a threat, and moves toward sovereignty are afoot in all 15 republics.
4. The savings-and-loan scandal touches five senators and the president's son while the bailout for the crisis increases.
5. Cold War starts to thaw as relations warm between the United States and the Soviet Union.
6. Young democracies in Eastern Europe are threatened by ethnic turmoil and economic hardship.
7. US economy is in a slump; layoffs and foreclosures rise throughout the country, and warnings of recession increase.
8. Panamanian dictator Manuel Noriega is captured by the United States and brought to trial for stand trial on drug charges.
9. Great Britain's Prime Minister Margaret Thatcher, the first woman to be elected to the office in British history, steps down after 11 years in power.

Source: Associated Press

BRYANT BECK/Daily Universe

NEWSPAPER

Story continued from page 1
percent of the readers enter a story through a photograph, he said. The Journal is trying to increase its visual aspects by using subtitles and pull-out quotes.

Morris said readers look for colors and photos. Such features help them determine in a hurry if the article is

one they wish to pursue. "Papers need to be aware of the change in taste of the audience. People want it in a hurry and in a pretty visual package."

Jim Mortimer, publisher of The Deseret News, said newspapers need to have more electronic information available to readers. This would give

audience members with a computer having modem capability the chance to call in for the information they need.

There are still standard qualities of newspapers which will keep it in the forefront of news dissemination, Gholdston said. "Newspapers go where a person goes, whether in a

car, a subway or the bathroom."

Newspapers provide indepth coverage of events which television cannot provide because of time restraints. Papers also wait for people, Gholdston said. Television news airs at only certain hours such as five, six and 10 p.m. whether a person sees it or not.

NEWS DIGEST

Compiled from staff and news service reports

Saddam tells Iraq to brace for long war

Saddam Hussein told Iraqis on Sunday to prepare for a long war against the "tyranny represented by the United States," and he again ruled out an unconditional withdrawal from Kuwait.

In a national television address three days before the first direct U.S.-Iraqi talks, Saddam again linked any pullout to an Israeli withdrawal from the occupied territories — a stand Washington has repeatedly rejected.

In Washington, Secretary of State James A. Baker III repeated that stand, saying: "We will not agree to anything that would constitute linkage."

Baker also said that after his scheduled talks Wednesday with Iraqi Foreign Minister Tariq Aziz in Geneva, "I am closing the door" to further meetings.

Also Sunday, 18 Belgian and six Italian air force jets flew to Turkey to help defend its frontier with Iraq if war breaks out.

They were part of a NATO air team requested by Turkey, whose border with Iraq is a possible second front in a Persian Gulf war.

Iran and the European Community made new efforts to try to avert a gulf war. Iran urged a 46-nation Islamic organization to consider a peace initiative, and the EC repeated an invitation to Aziz to meet for talks. Aziz rejected the original European offer on Saturday.

"Things could change in the coming days," French Foreign Ministry spokesman Daniel Bernard said in explaining the new invitation.

Saddam's TV address came nine days before the Jan. 15 U.N. deadline for Iraq to pull out of Kuwait or face possible attack.

Israel fears talks on Palestinian issue

JERUSALEM — One thing frightens Israel almost as much as Iraq drawing the world into a war: Iraq drawing the world into a Middle East peace conference that gives outsiders a say in the Israel-Palestinian conflict.

Thus Israelis are edgy about Wednesday's planned meeting in Geneva between U.S. Secretary of State James A. Baker III and Iraqi Foreign Minister Tariq Aziz.

They see in it the potential for realizing their two worst nightmares.

First, a peaceful Iraqi withdrawal from Kuwait could leave Saddam Hussein in power, with the most formidable Arab army facing Israel.

Second, it could foster an international conference on the Middle East, which would discuss Israel's 23-year-old occupation of the West Bank and Gaza Strip.

Since Iraq invaded Kuwait Aug. 2, Israelis have said that the only satisfactory end to the Persian Gulf crisis would be the destruction of Saddam and his military might.

Any other solution, the daily Yedioth Achronot wrote soon after the invasion, "would mean that we would remain here alone with Saddam and his mad ambitions, and only four minutes from his missile launchers and chemical bombs."

Joseph Alpher, a military analyst at Tel Aviv University's Jaffee Center for Strategic studies, made the same point Sunday at a meeting with reporters to introduce a new study on military power in the region.

"Success in the conflict with Saddam Hussein has to mean more than getting him out of Kuwait," he said.

1,500 reported dead in Somalian fighting

MOMBASA, Kenya — Evacuees from Somalia's capital on Sunday told of a city in smoke, with large sections blasted and burned in street battles between rebel and government forces that left "corpses decomposing everywhere."

The rebels said Sunday they had launched their final offensive to end President Mohamed Siad Barre's 21-year rule in this Horn of Africa nation of 8 million. The rebels say more than 1,500 people have died in eight days of fighting.

On Saturday, American and Italian aircraft evacuated hundreds of foreigners, but the heavy fighting prevented Italian cargo planes from continuing the rescue operation Sunday, Italy said.

It said it would attempt a sea rescue Tuesday if its planes could not land by then.

The United States says all Americans have been evacuated.

Egyptian sources reported that a Saudi airliner managed to land Sunday in Mogadishu, the capital, on a separate mission to rescue Arabs trapped by the fighting.

Scores of foreign evacuees, mostly women and children, recounted Sunday the horror in Somalia's capital.

They arrived a day earlier at this Indian Ocean port aboard Italian cargo planes.

They said that large, primarily residential areas in the northwestern section of Mogadishu had been turned to rubble.

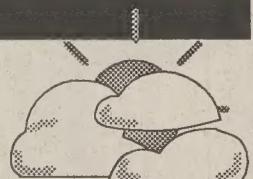
"There are corpses decomposing everywhere in those areas," said one Swedish woman, who spoke on condition of anonymity.

Many of the foreigners did not want to be identified, saying they hesitated to speak openly until their relatives and friends were safely out of Somalia.

WEATHER

Area Forecast

Today: Mostly cloudy. High in low 30s, low in teens to lower 20s. 20% chance of snow.



Sunrise: 7:52 Sunet: 5:16

Yesterday's weather at BYU (24 hours ending 5 p.m. yesterday)

High temperature: 41
Low temperature: 28
One year ago high & low: 31, 9
Peak wind speed: 6 mph
Air quality: Utah County residential-unhealthy; downtown Provo-moderate

High Humidity: 74%
Low humidity: 42%
Precipitation: no trace
Month to date precip.: .24 inches

Source: Nat'l and BYU Weather Services BRYANT BECK/Daily Universe

THE DAILY UNIVERSE

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Thought of the day:

"How beautiful upon the mountains are the feet of him that bringeth good tidings, that publisheth peace."

— Isaiah 52:7

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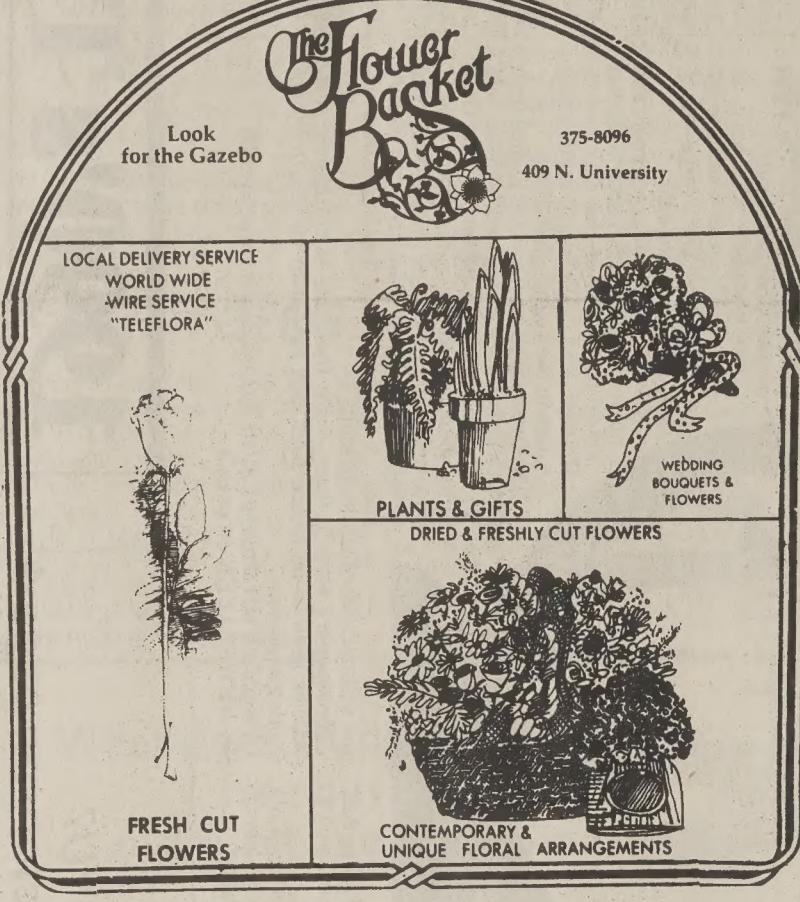
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LIFESTYLE



A man grabs a tube spread-eagle in the air after hitting a bump. Tubing is a popular trend at BYU.

BYU trends catch on in 1990

By ANGELEE J. HARRIS
Lifestyle Editor

BYU in 1990 was full of changes and trends.

Nationally, 1990 was the year for Teenage Mutant Ninja Turtles, slap bracelets and dancing flowers. Locally it was the year for Ty Detmer, BYUUSA-sponsored dances and tuition increases. Whatever the trend, BYU emerged from 1990 with new tops and flops.

One of the tops was Heisman Trophy winner Ty Detmer, who became one of the most well-known BYU students. Detmer paraphernalia became the BYU trend with posters and ties. Detmer even became the subject of a rap. Playing on many radio stations, the "Detmer Rap" vowed to kick some "hiney."

Individuality was the top word in fashion at the beginning of the year. However, the trend flopped and

couldn't come to full potential at BYU during 1990 although a dress code allowing more individuality was discussed until the end of the year.

In BYU slang the terse negative "not" was a top. It accompanied the ever-popular "Oh my heck," which, although common, does little to impress.

The night life also changed for BYU students. The first comedy nightclub in Utah County, Johnny B's, found a willing audience in BYU students, quickly becoming a popular hangout.

Meanwhile, Provo dance club The Ivy Tower closed and reopened under new ownership in 1990, and The Palace celebrated its 12th anniversary.

Students also witnessed the horror story of an outrageously high phone bill come true in one student's life when Dave Partlow had to raise \$1,200 for his bill. Most of the cost was owed by one of Partlow's roommates,

who dialed 1-900 numbers and then left Utah before paying the bill. Partlow eventually raised enough money to pay the bill through dances.

In recreation, BYU students became involved in mountain biking and exploring the nature trails around Provo. Rollerblading was the hot new spring sport. When the snow hit, poor class attendance indicated the reigning popularity of skiing and snowboarding. Tubing and sledding at the bell tower hill were also a must.

New records were set in 1990. Alan Osmond's "Stadium of Fire" at the Cougar Stadium sold out for the 10th straight year in July. For the first time in history, auditions for three separate plays were held in the same week by the BYU Theater Department. And "The Little Mermaid" became the highest-grossing film of all time for the SCERA theater in Orem.

On the social scene, BYU students still continued the dating ritual and found that dating could even be a spiritual activity on Sunday. Students were also urged to choose BYUUSA-sponsored dances, not dances that were organized for pure profit by people not associated with BYU.

Creativity emerged and creativity was criticized in 1990. One of the most creative plays at BYU was "Tales from the Thousand and One Nights," where actors portrayed scenery and characters. The most criticized work of art displayed at BYU was one in a series of 165 drawings about breath by Jonathan P. Levin. "Breath Drawing B/LXV" received criticism for nudity.

Meanwhile, the barbershop quartet "Four Men in A Bathroom" began their rise to the top. Erik Felsted, Gary Lewis, Doug Johnston and Will Thomas chose the name to stick out in people's minds.

Some BYU graduates were also making news. The first female member of The Church of Jesus Christ of Latter-day Saints to be nominated for a Grammy Award for gospel music was BYU graduate Janine Lindsay.

Another graduate's first novel, "On My Way to Paradise," won the Phillip K. Dick Special Award. Dave Wolverton began the book as a short story that won the L. Ron Hubbard Writers of the Future Contest. And former BYU students Matt and GIGI Hasasra were making changes in fashion with their Fallout Radioactive Wear Co.

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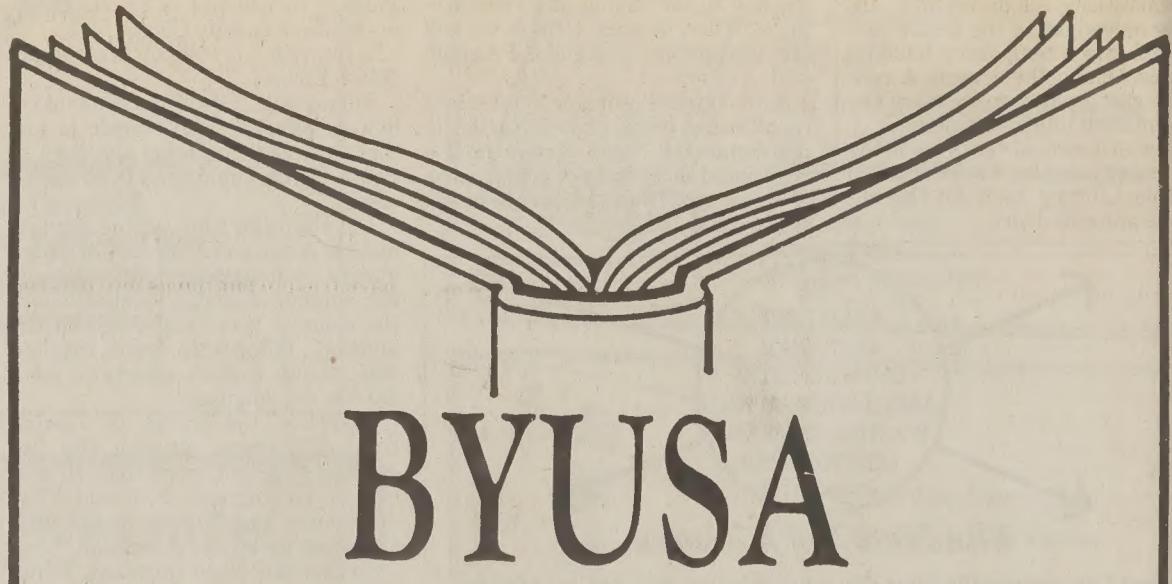
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B • Y • U • S • A

SPORTS

Cougars open conference season

BYU downs SDSU 61-58 with strong play from bench

HANS WILD
Assistant Sports Editor

The BYU Men's Basketball team ended the 29th Western Athletic Conference season by defeating San Jose State Friday night in San Jose, 73-61.

With their first win outside of the state, the Cougars improved to 7-7 overall and 1-0 in WAC. "We had a tough pre-season schedule and we had to think we learned a lot and had some confidence that we can compete with some of the best teams in the country," BYU Head Coach Eric Reid said.

Shawn Bradley blocked five shots and moved into fourth place on the career blocked shots list, passing Jim Usevitch. In just his 14th career Bradley has 88 blocked shots. His career record is 208 set by Greg

turning point of the game came when Marty Dow of SDSU went over for a basket to give SDSU an 18-point lead at 44-36 with 13:24 left in the game. That ignited Bradley and the Cougars as they went on a spurt over the next seven minutes, giving BYU a 10-point lead, 58-48.

Bradley had BYU switch from a zone defense to a man-to-man midway through the second half which was a key factor in the comeback. The Cougars had no first half points off turnovers, but had 26 points in the second half.

Cougar gridders, coach lead to post-season bowls

KALANI CROPPER
Associate Staff Writer

The Holiday Bowl may be over, to the delight of BYU football players and fans alike, but the season has not ended for six BYU seniors who will play in all-star games this week.

The unusually high number of seniors going to all-star games is a reflection of the success and recognition the team has had this year, said Coach Lavel Edwards.

Defensive tackle Neal Fort will compete in the Japan Bowl in Japan on Jan. 13 and the Senior Bowl Jan. 19 in Mobile, Ala.

The Senior Bowl is coached by coaches from the National Football League and, like the other bowl games, showcases the talents of top college football players.

The Senior Bowl kickoff is at 2 p.m. and will be televised on ESPN. Senior halfback Matt Bellini was invited to compete in the Japan Bowl and the East-West Shrine game Jan. 20 in Tampa, Fla., on Jan. 20.

"It's an honor to be invited," said Keim. "There will be some good competition."

WAC Basketball Standings

Team	Win	Loss
UTEP	2	0
Utah	2	0
Wyoming	1	0
Brigham Young	1	1
New Mexico	1	1
Hawaii	1	1
Air Force	0	1
Colorado State	0	2
SDSU	0	2

BRYANT BECK/Daily Universe

Bradley finished with 24 points, 17 in the second half on 10-15 shooting. He also had five rebounds. The BYU bench played well with Jeff Campbell playing 33 minutes and Mark Santiago pitching in 11 points.

The victory was the third straight over SDSU. BYU holds an 18-10 advantage in all-time confrontations with the Aztecs. The Cougars, conference co-champions last year, were picked by WAC media to finish fifth this year. The game was seen by a national audience on ESPN and was the first game of the network's new contract with the WAC.

Scoring drought helps 'Bows defeat basketball team 74-65

By SCOTT NIENDORF
Sports Editor

The BYU Men's Basketball team went scoreless over an eight minute period in the second half en route to losing its first conference game to the Hawaii Rainbows Saturday night at the Neal Blaisdell Arena in Honolulu, 75-64.

The Cougars evened their conference standing to 1-1 and fell to 7-8 on the year. Hawaii raised its conference mark to 1-1 and improved to 9-4 overall.

Senior Scott Moon led the Cougars with 22 points and seven rebounds while playing in front of his family. They traveled from Japan to see him play.

Shawn Bradley contributed four blocks, six rebounds and 12 points for BYU.

Hawaii coach Riley Wallace played only six members of his team the entire game against the Cougars. Hawaii was led by Phil Lott who scored 26 points including a 3-5 effort in three-point range. Hawaii also had strong play from forwards Tim Shepherd and Ray Reed who scored 16 and 15 points respectively.

Hawaii capitalized on several BYU turnovers at the beginning of the game. With the Cougars ahead 4-2 the Rainbows went on a 17-4 run to go ahead 19-8.

BYU answered with an 18-10 run of its own to pull within three at 29-26 with Bradley scoring six points and Moon scoring eight, including two 3-pointers in a row.

Hawaii hit all six of its free throws to put the game away.

The taped game will be broadcast tonight at 10:30 p.m. on KBYU-TV.

Mark Heslop's bucket with just under three minutes to play in the half gave the Cougars their first lead of the game at 32-31. BYU built its lead to five, 38-33, on a slam-dunk by Moon off of a fast break pass by Ken Roberts.

But Hawaii's only returning starter from last year, guard Troy Bowe, tossed in a high-arching shot 30 feet from the basket at the buzzer to cut BYU's halftime lead to 38-36.

The two teams battled evenly the first five minutes of the second half but the Rainbows' Lott ignited the crowd with a three-point basket, ironically off of a Bradley rejection, to put Hawaii ahead 47-45.

Bradley quieted the crowd on a tremendous dunk inside the Rainbow defense to give BYU a 53-52 lead with about 12 minutes remaining in the game. But Reed and Lott answered with two consecutive three-pointers to go ahead 58-53 and BYU went into its dry spell.

The Rainbows continued to build its lead while the Cougars missed five 3-point attempts and added to its turnovers. BYU did not score for eight minutes until Heslop scored with just under three minutes to play. "We couldn't buy a basket there for awhile," said BYU coach Roger Reid.

Heslop hit two 3-pointers in a row to pull the Cougars within five at 68-63 with 1:15 to go but had to resort to fouling to stop the clock.

Hawaii hit all six of its free throws to put the game away.

The taped game will be broadcast tonight at 10:30 p.m. on KBYU-TV.

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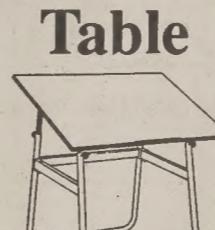


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01 Personals	32 Resorts
02 Lost & Found	33 Investments
03 Instruction & Training	34 Miscellaneous for Sale
04 Special Notices	35 Miscellaneous for Rent
05 Insurance Agencies	36 Wanted to Buy
06 Special Offers	37 Holiday Shopping
07 Help Wanted	38 Diamonds for Sale
08 Sales Help Wanted	39 Garden Produce
09 Business Opportunity	40 Garage Sales
10 Businesses for Sale	41 Furniture
11 Diet & Nutrition	42 Computer & Video
12 Service Directory	43 Cameras-Photo Equip.
13 Contracts Wanted	44 Musical Instruments
14 Contracts for Sale	45 Elec. Appliances
15 Condos	46 TV & Stereo
16 Rooms for Rent	47 Sporting Goods
17 Roommates Wanted	48 Skis & Accessories
18 Furn. Apts for Rent	49 Bikes & Motorcycles
19 Furn. Apts for Rent	50 Auto Parts & Supplies
20 Couples Housing	51 Travel-Transportation
21 Houses for Rent	52 Trucks & Trailers
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INFORMATION MANAGER \$6-

Radio tailored to audiences

DALLAS SCHOLES
Editor

News used to be a part of every radio station's format. After President Reagan's deregulation, many stations no longer feel the pressure to serve the public interest, said Bill Silcock from the News Department of U's Broadcast Services. Radio stations don't have to demonstrate with as high a regard that they are following regulations as they used to, Silcock said. Stations formerly had to keep tapes of their news broadcasts and had to dedicate a percentage of air time to news.

In 1987 the Reagan administration repealed the General Fairness Doctrine that formerly gave broadcasters an affirmative obligation to present sides of controversial issues. It is this move away from regulation that broadcasters took as a cue to re- efforts to report news.

The argument is that there is

new all-news format of KCNR/860 CNN.

Phil Mueller, owner of KUTA radio in Blanding said that narrowcasting is evolution of FM radio's success in larger markets. "Market areas like Denver and Salt Lake are heavily over-radioed," Mueller said. "Every station is fighting for what ever kind of niche they can get."

Sheila Nardone, station manager for KCNR (CNN radio), said the trend away from news in radio has a lot to do with format and demographics.

The priority of music format stations is programming music. Therefore most of their news updates are one or two minutes, Nardone said. "In a music format station they want to give sports and weather first, and while they're at it they decide they might as well give the news. What they don't want to do is lose their listeners."

Nardone said the majority of news in music format stations is local and entertainment that appeals to a younger audience. KCNR, however, is a 24 hour news station that targets an older, more sophisticated listener.

Nardone said her station is concerned only with the news. "We will never have an author talking about his latest book, and there will be no recipes. We give the news, not views. We try to be as unbiased as possible," Nardone said.

TV news programs facing challenges

MICHAEL HAMMER
Associate Staff Writer

The future of television news is uncertain as it struggles to meet the challenges presented by cable and the decline of newspapers can be attributed to the impact of radio and television on the public, said Jon Tarbox, a BYU communications professor.

Ever since the advent of the radio, the number of daily newspapers in the United States has decreased dramatically.

Each successive medium developed, thus impacting the media that preceded it, Tarbox said. Radio affected the movie industry, and the entire television industry being affected by cable. For example, advertisers

are getting less information with their news. More Americans are depending on broadcast news to meet their information needs, thus resulting in an American public that is much less informed than it should be.

Another problem with network news is that it is only presented at certain times of the day. This is one of the reasons behind the success of cable news.

Steve Haworth, public relations director for Cable News Network, said today's lifestyles don't fit so neatly with scheduled newscasts. It's not as simple now as come home, eat dinner and turn on the six o'clock news.

People's news appetites are more voracious than they used to be, and they want to be able to get news at their own convenience, instead of at the convenience of the networks, Haworth said.

"That's what Ted Turner foresaw when he created CNN," Haworth said.

Haworth said the main advantage of CNN is that it has 24 hours to broadcast news, instead of 22 minutes like the networks.

The networks still have a role because they do a capable job, Haworth said. He said he does not see CNN replacing network news or newspapers.

In fact, Haworth said, CNN viewers read more newspapers than non-CNN viewers. "News viewing is reinforcing, not eliminating" newspapers.

Gunn said CNN does contribute to the loss of viewership for network news, but there will always be a place for local news, because of the interest viewers have in local events.

"Television stations are still judged by the quality of their local news," Gunn said.

In the future, Gunn said, television news will still be a "headline" service, but part of the newscast will be dedicated to looking more in-depth into issues, telling the "whys" as well as the "whats."

Gunn sees this as a continuing trend because even though viewers are using more television news, they also want more depth.

Gunn said for a local television station to survive in the future, it will have to serve its community. If not, it will die. Like Haworth, Gunn feels television news will not replace newspapers.

"People need news at all times of the day and in all places. There will always be a place for newspapers, or information that's read."

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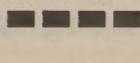
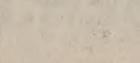
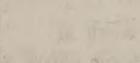
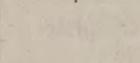
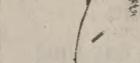
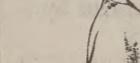
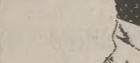
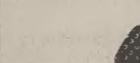
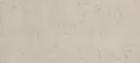
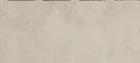
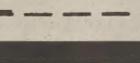
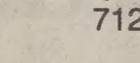
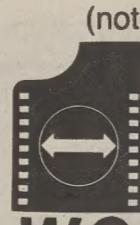
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WINTER

Story continued from page 1 did not have outside recess. Once the monitor was fixed, the warning was reduced to a class "A".

"This is the worst inversion we have had in the last two years," said Sam Rushforth, professor of botany and range science and a member of the Utah County Clean Air Coalition.

"Inversions occur almost every day," Rushforth said, "but most of them are short-lived. We usually have four or five heavy inversions a year." He said high mountain valleys such as the Utah and Salt Lake valleys are perfect places for inversions to occur.

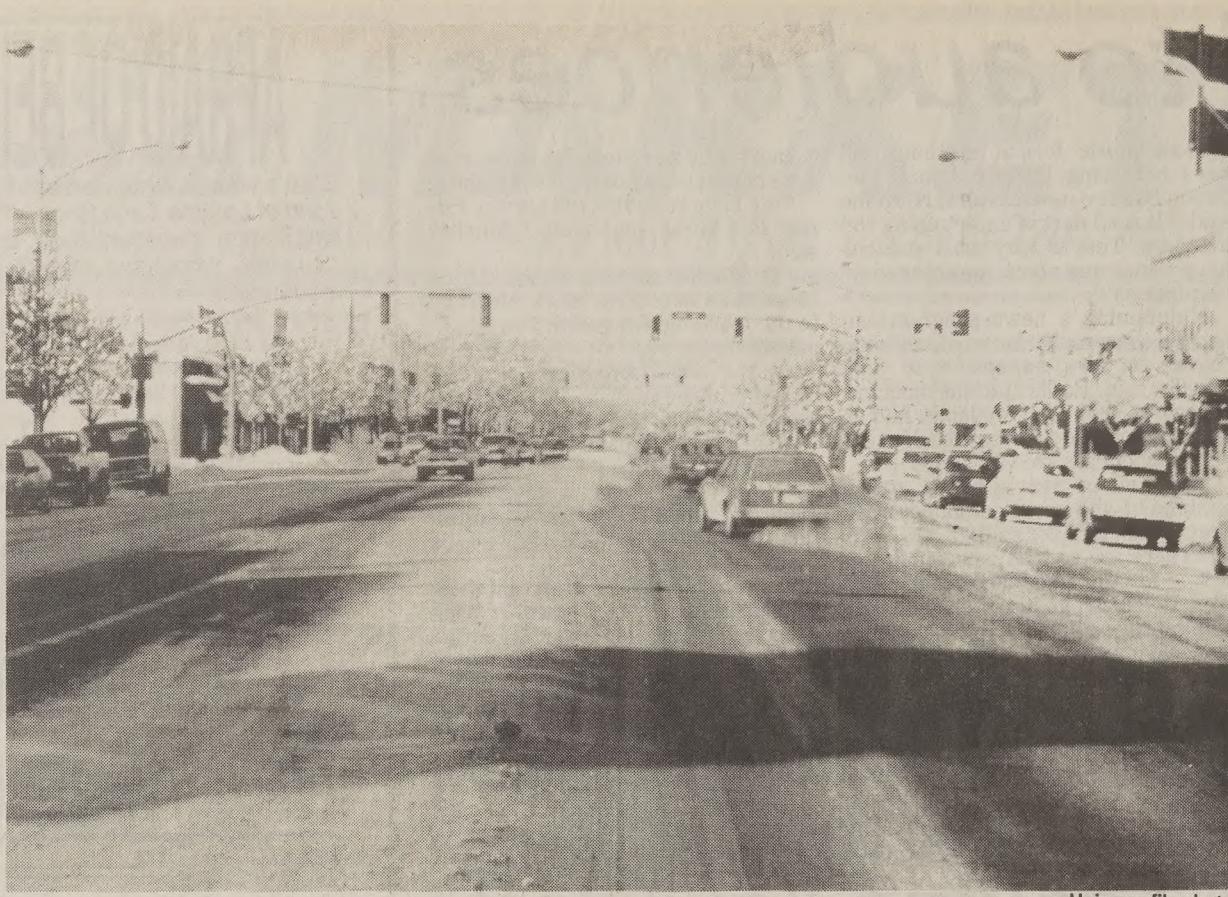
In order to keep track of the air quality in a given area the Utah Bureau of Air Quality monitors four categories of air quality: carbon monoxide, PM10, sulfur dioxide and ozone. In Utah County carbon monoxide levels and PM10, or particulate matter levels, are the biggest problems. PM10 levels are determined by the number of particulates per cubic meter of air.

PM10 comes primarily from heavy industry like Geneva Steel, smoke from fireplaces and wood burning stoves, diesel fumes and road dust, Rushforth said, while carbon monoxide comes from cars.

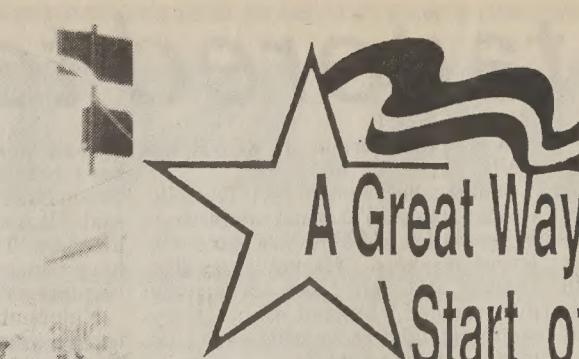
The bureau has six classifications for air quality: good, moderate, unhealthy(A), very unhealthy(B), hazardous(C) and hazardous(D). Burnell Cordiner, the bureau's director, said Friday morning's PM10 levels in Utah County were at 250, and Thursday's levels were at 220, according to the Associated Press. Readings above 150 are in violation of Environmental Protection Agency standards.

Cory Teuscher, an associate pro-

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Mount Timpanogos hides behind smog partly caused by a previous temperature inversion.

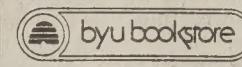


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essor of microbiology who specializes in immunology, is worried about the effect of the increased pollution on his health and other people's health in Utah County.

In addition to reducing the pollution from Geneva Steel, Teuscher would like to see BYU come up with a policy on air quality and implement steps to reduce the pollution for which BYU is responsible. Rushforth said one thing people can do to help the air quality is to avoid driving, either by car pooling, consolidating trips or taking the bus. In addition, people should stop using wood burning stoves.

Despite the impressive sunsets and colorful moons during inversions, the air we are breathing is not healthy.

To get updated information on air quality, call the bureau's Utah County hotline at 373-9560 or check the weather box on page 2 of The Daily Universe.

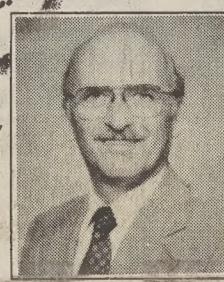
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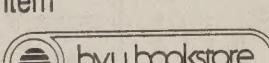
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January 9,

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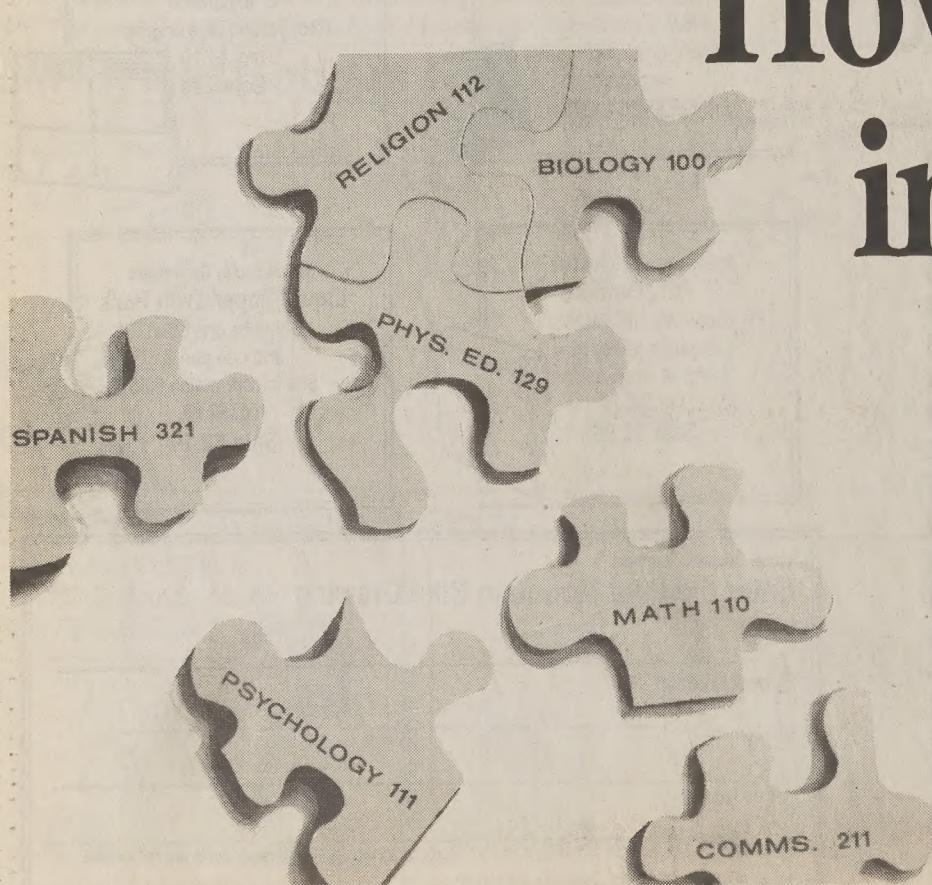
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